

AMENDMENT OF THE CLAIMS:

Please delete the previous Title to Invention as follows:

~~INTERNET-BASED BRAND MANAGEMENT AND MARKETING COMMUNICATION  
INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING AND REMOTELY  
PROGRAMMING BRAND-BUILDING SERVER-SIDE DRIVEN MULTI-MODE VIRTUAL  
KIOSKS ON THE WORLD WIDE WEB (WWW), AND METHODS OF BRAND-  
MARKETING COMMUNICATION BETWEEN BRAND MARKETERS AND-  
CONSUMERS USING THE SAME-~~

and add the new Title of Invention as follows:

--INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION  
NETWORK ALLOWING MEMBERS OF A PRODUCT BRAND MANAGEMENT TEAM  
TO COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING HTML-ENCODED  
PAGES AT AN ELECTRONIC COMMERCE (EC) ENABLED WEB-SITE ALONG THE  
FABRIC OF THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-  
MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND  
MANAGED BY PRODUCT BRAND MANAGEMENT TEAM MEMBERS AND/OR  
AUTHORIZED PARTIES---

AMENDMENT OF THE CLAIMS:

Please cancel claims 1-30 without prejudice or disclaimer, and add new rewritten claims 31-58 as follows:

Claims 1-30 (canceled)

Claim 31 (new): An Internet-based product brand marketing communication network allowing members of a product brand management team to communicate directly with consumers browsing HTML-encoded pages at electronic commerce (EC) enabled Web-site along the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

an e-commerce (EC) enabled information server supporting said EC-enabled Web-site which includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of registered consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem allowing members of a product brand management team associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet, and wherein said brand information resources can be selected by one or more members of the product brand management team and said authorized parties to program said set of brand information resources for the consumer product;

a second Web-based subsystem for allowing members of said product brand management team associated, and/or authorized parties, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for one or more of said consumer products that are registered

with said Internet-based product brand marketing communication network, and offered for purchase and sale at said EC-enabled Web-site, so that each said MMVK can be installed in and launched from at least one HTML-encoded page at said EC-enabled Web-site, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within an HTML-encoded page of said EC-encoded Web-site; and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein members of the product brand management team are allowed to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, upon the Web browser of a consumer encountering an installed MMVK tag in an HTML-encoded page at said EC-enabled Web-site, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, and said MMVK automatically plays through said display modes, in a programmed

sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK has been installed.

Claim 32 (new): The Internet-based product brand marketing communication network of claim 31, wherein the interaction between consumers and each said MMVK is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management team are allowed to view metrics reports generated from said metrics relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more MMVKs installed in one or more HTML-encoded pages at said EC-enabled Web-site.

Claim 33 (new): The Internet-based product brand marketing communication network of claim 31, wherein members of the product brand management team use said first Web-based subsystem to create and manage a plurality of CPI link structures for a plurality of consumer products registered with said Internet-based product brand marketing communication network, and wherein said members of the product brand management team use said second Web-based subsystem to create and deploy a plurality of said MMVKs for said plurality of registered consumer products.

Claim 34 (new): The Internet-based product brand marketing communication network of claim 33, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 35 (new): The Internet-based product brand marketing communication network of claim 34, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 36 (new): The Internet-based product brand marketing communication network of claim 31, wherein said CPI link structure further comprises, for each consumer product,

- (iii) a Trademark (TM) assigned to the registered consumer product;
- (iv) a Product Descriptor (PD) associated with the registered consumer product; and
- (v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 37 (new): The Internet-based product brand marketing communication network of claim 31, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 38 (new): The Internet-based product brand marketing communication network of claim 31, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 39 (new): The Internet-based product brand marketing communication network of claim 31, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), a mobile computer and a wireless touch-screen computer.

Claim 40 (new): The Internet-based product brand marketing communication network of claim 31, wherein said Web browser of the consumer encountering said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 41 (new): The Internet-based product brand marketing communication network of claim 31, wherein after said CPI link structure has been initially created for said consumer product using said first Web-based subsystem, then a member of the product brand management team can create and deploy one or more MMVKs for said consumer product using said second Web-

based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs using said third Web-based subsystem.

Claim 42 (new): The Internet-based product brand marketing communication network of claim 36, wherein a supply-chain information management system is used to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 43 (new): The Internet-based product brand marketing communication network of claim 32, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 44 (new): The Internet-based product brand marketing communication network of claim 31, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.

Claim 45 (new): An Internet-based product brand marketing communication network allowing members of a product brand management team to communicate directly with consumers browsing HMTL-encoded pages at electronic commerce (EC) enabled Web-site along the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

- an e-commerce (EC) enabled information server supporting said EC-enabled Web-site which includes a plurality of HTML-encoded pages containing images and/or text descriptions of a plurality of registered consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

- a first Web-based subsystem allowing members of a brand management team associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

- wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet, and wherein said brand information resources can be selected by one or more members of the product brand management team and said authorized parties to program said set of brand information resources for the consumer product;

a second Web-based subsystem for allowing members of said product brand management team, and/or authorized parties, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for one or more of said consumer products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale at said EC-enabled Web-site, so that each said MMVK can be installed in and launched from at least one HTML-encoded page at said EC-enabled Web-site, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within an HTML-encoded page of said EC-encoded Web-site; and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein members of the product brand management team are allowed to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, upon the Web browser of a consumer encountering an installed MMVK tag in an HTML-encoded page at said EC-enabled Web-site, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK has been installed; and

wherein the interaction between consumers and each said MMVK is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management teams are allowed to view metrics reports generated from said metrics relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more MMVKs installed in one or more HTML-encoded pages at said EC-enabled Web-site.

Claim 46 (new): The Internet-based product brand marketing communication network of claim 45, wherein, upon the Web browser of a consumer encountering said installed MMVK tag in the HTML-encoded page at said EC-enabled Web-site, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, and said MMVK automatically plays through said display modes, in a programmed sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK has been installed.

Claim 47 (new): The Internet-based product brand marketing communication network of claim 45, wherein members of the product brand management team use said first Web-based subsystem to create and manage a plurality of CPI link structures for a plurality of consumer



products registered with said Internet-based product brand marketing communication network, and wherein said members of the product brand management team use said second Web-based subsystem to create and deploy a plurality of said MMVKs for said plurality of registered consumer products.

Claim 48 (new): The Internet-based product brand marketing communication network of claim 47, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 49 (new): The Internet-based product brand marketing communication network of claim 48, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 50 (new): The Internet-based product brand marketing communication network of claim 48, wherein said CPI link structure further comprises, for each consumer product,

- (iii) a Trademark (TM) assigned to the registered consumer product;
- (iv) a Product Descriptor (PD) associated with the registered consumer product; and
- (v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 51 (new): The Internet-based product brand marketing communication network of claim 45, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 52 (new): The Internet-based product brand marketing communication network of claim 45, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 53 (new): The Internet-based product brand marketing communication network of claim 45, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), a mobile computer and a wireless touch-screen computer.

Claim 54 (new): The Internet-based product brand marketing communication network of claim 45, wherein said Web browser of the consumer encountering said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 55 (new): The Internet-based product brand marketing communication network of claim 45, wherein after said CPI link structure has been initially created for said consumer product using said first Web-based subsystem, then a member of the product brand management team can create and deploy one or more MMVKs for said consumer product using said second Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs using said third Web-based subsystem.

Claim 56 (new): The Internet-based product brand marketing communication network of claim 50, wherein a supply-chain information management system is used to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 57 (new): The Internet-based product brand marketing communication network of claim 45, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 58 (new): The Internet-based product brand marketing communication network of claim 45, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.